

STATE	REGIONS	Cost for 2x2	Cost for 2x4	# of Newspapers	Circulation	DEADLINE	Discounts Available	Other Notes	Widths Needed
Alabama	Statewide	\$1,000.00	\$2,000.00	129	893,708	Monday 5pm	1 Region: \$400/\$600/\$800 2 Regions: \$750/\$1,100/\$1,500	2x3 - \$1,500.00	3.792"
	Central			40	302,717				
	North			46	393,125				
	South			41	197,866				
Alaska		\$1,725.00	\$3,400.00	13	222,800	Monday 4pm			3.792"
Arizona	Statewide	\$735.00	\$1,470.00	77	825,899	Tuesday, 4pm	2 Zones: \$575/\$1,150		3.792"
	Eastern	\$300.00	\$600.00	14	72,970				
	North Central	\$300.00	\$600.00	12	89,907				
	South Central	\$400.00	\$800.00	25	196,875				
	Western	\$300.00	\$600.00	9	71,325				
Arkansas	Statewide	\$1,250.00	\$2,500.00	114	939,417	Monday, 3pm	Buy 4 weeks/5th Free 2 Regions: \$750/\$1,300 3 Regions: \$900/\$1,950		3.76"
	Central	\$500.00	\$700.00	25					
	Northeast	\$500.00	\$700.00	25					
	Northwest	\$500.00	\$700.00	33					
	Southern	\$500.00	\$700.00	31					
California	Statewide	\$1,600.00	\$4,120.00	140	1,500,000	Monday, 5pm	2x6 - \$6,180.00 Statewide 2x6 - \$3,700.00 Regional	2x5 - \$5,150.00 Stw. 2x5 - \$3,090.00 Reg.	3.75"
	Northern	\$1,240.00	\$2,480.00	84					
	Southern	\$1,240.00	\$2,480.00	60					
Colorado	Statewide	\$850.00	\$1,700.00	104	701,263	Monday 5pm			3.79"
Florida	Statewide	\$1,260.00	\$2,500.00	96	1,365,524	Monday 10 am			3.79"
	North Region	\$395.00	\$595.00	25	185,834				
	South/Central Region	\$1,050.00	\$2,050.00	71	1,179,524				
Georgia	Statewide	\$1,400.00	\$2,800.00	95	780,000	Tuesday 10am		1x2 - \$750.00 1x2 - \$400.00 1x2 - \$400.00	3.792"
	Northern Region	\$800.00	\$1,400.00		413,590				
	Southern Region	\$800.00	\$1,400.00		354,082				
Hawaii		\$2,150.00		15	769,985	Monday 4pm			3.792"
Idaho		\$785.00		12	104,870	Wednesday Noon	2x2 + Boise: \$1,475.00		3.76"
Illinois	Statewide	\$1,600.00	\$3,200.00	322	1,410,964	Tuesday 10am	Chicagoland +1-Zone \$750 Chicagoland +2-Zones \$1,050 Chicagoland +3-Zones \$1,350 Chicagoland +4-Zones \$1,500 1-Zone \$360 2-Zones \$700 3-Zones \$1,000 4-Zones \$1,300 All 5-Zones, not Chicago \$1,450		3.7"
	Central West	\$360.00	\$720.00	48	189,241				
	Central East	\$360.00	\$720.00	38	209,116				
	Chicagoland	\$410.00	\$810.00	49	362,289				
	North West	\$360.00	\$720.00	59	379,096				
	South East	\$360.00	\$720.00	30	88,929				
	South West	\$360.00	\$720.00	27	163,062				
Indiana	Statewide	\$900.00	\$1,800.00	93	647,927	Wednesday Noon	Run 4 wks./50% off 4th wk. 2x2 - 2 regions - \$750 2x4 - 2 regions - \$1,400		3.792"
	Central - Region 2	\$550.00	\$1,100.00	28	163,255				
	North - Region 1	\$550.00	\$1,100.00	29	231,855				
	South - Region 3	\$550.00	\$1,100.00	36	252,817				
Iowa	Statewide	\$1,275.00	\$2,550.00	209	1,724,666	Tuesday 10am	Frequency discounts available		3.22" & 3.79"
	Central	\$300.00	\$560.00		134,655				
	Northeast	\$440.00	\$860.00		474,786				
	Northwest	\$440.00	\$860.00		225,416				
	Southeast	\$440.00	\$860.00		391,770				
	Southwest	\$440.00	\$860.00		277,530				
	North Central	\$440	\$860.00		220,508				
Kansas	Statewide	\$800.00	\$1,650.00	146	432,092	Tuesday 5pm			3.79"
	Central	\$340.00							
	East	\$500.00							
	West	\$340.00							
Kentucky	Statewide	\$1,950.00	\$3,850.00	97	776,598	Wednesday 4pm		2-3 - \$2900	3.79"

	Dailies	\$1,175.00	\$2,200.00	18	426,067			2x3 - \$1750	
	Weeklies	\$850.00	\$1,650.00	79	350,531			2x3 - \$1275	
Louisiana	Statewide	\$1,250.00	\$2,050.00	80	589,314	Tuesday Noon	Run 5 wks./5th wk. is free		3.25"
	Northern	\$625.00	\$1,050.00		205,927		1-Zone \$625/1050		
	Southeast	\$625.00	\$1,050.00		204,696		2-Zones \$1025/1700		
	Southwest	\$625.00	\$1,050.00		178,691		Online ad included with purchase of 2x2 or 2x4		
Maryland-Delaware-DC	Statewide	\$1,450.00	\$2,900.00	82	1,728,257	Tuesday Noon	Run 5 wks./5th wk. is free		3.79"
	Maryland Only	\$1,200.00	\$2,400.00		1,400,000		Volume pricing available		
	MDDC-DE/DC Zone	\$1,000.00	\$2,000.00		600,000				
	MDDC-Metro Zone	\$1,300.00	\$2,600.00		1,000,000				
Michigan	Statewide	\$1,198.00	\$2,098.00	117	2,801,840	Monday 5 pm			3.22"
	North/Thumb/Flint/Saginaw/Bay City Zone	\$449.00	\$898.00		731,858				
	West/Central Zone	\$449.00	\$898.00		668,650				
	Metro/Detroit/Oakland Co. Zone	\$699.00	\$1,349.00		1,401,332				
Minnesota	Statewide	\$2,400.00	\$5,000.00	285	1,471,676	Tuesday Noon	2 Zones (No Metro) \$1150/2500		3.5"
	Central	\$600.00	\$1,300.00	74	310,371		3 Zones (No Metro) \$1700/3600		
	Metro	\$1,400.00	\$2,950.00	50	580,171		Metro + 1 Zone \$1800/3800		
	Northern	\$600.00	\$1,300.00	71	288,310		Metro + 2 Zones \$2300/4850		
	Southern	\$600.00	\$1,300.00	90	292,824				
Mississippi	Statewide	\$1,050.00	\$2,100.00	100	384,904	Monday 5pm	Run 4 wks./10% discount	2x6 - \$3150	3.79"
	North	\$450.00	\$900.00		135,607		Run 13 wks./15% discount	2x6 - \$1350	
	Central	\$450.00	\$900.00		134,142		Run 26 wks./25% discount	2x6 - \$1350	
	South	\$450.00	\$900.00		115,155		Any two regions- \$795/1575/2350	2x6 - \$1350	
Missouri	Statewide	\$1,200.00	\$2,400.00	160	757,129	Monday 5 pm			3.4"
	East	\$700.00	\$1,400.00		379,727				
	West	\$700.00	\$1,400.00		377,402				
Montana	Statewide	\$396.00	\$792.00	58	150,719	Wednesday 5pm	6 placements (contract required). Check for special prices	2x6 - \$1,188.00 Limit 8/week	3.2" & 3.7"
Nebraska	Statewide	\$935.00	\$1,870.00	165	320,175	Tuesday 4 pm			3.79"
	Central	\$325.00	\$650.00	46	90,878				
	Northeast	\$325.00	\$650.00	54	94,880				
	Southeast	\$300.00	\$600.00	30	65,164				
	Western	\$300.00	\$600.00	35	90,878				
Nevada	Statewide	\$690.00		21	298,340	Monday Noon		Limit 5/week	3.75"
New England	Statewide	\$1,250.00		99	1,127,435	Wednesday Noon	Run 4 wks./4th wk. is free		3.79"
	Central Region (MA)	\$450.00							
	Northern Region (ME,NH,VT)	\$450.00							
	Southern Region (CT,RI)	\$450.00							
New Jersey	Statewide	\$1,300.00	\$2,860.00	123	1,500,000	Monday 5 pm	Contract discounts available		3.79"
	Northern	\$1,114.00	\$2,228.00						
	Southern	\$390.00	\$780.00						
New Mexico		\$800.00	\$1,200.00	30	250,621	Wednesday Noon		4x4 - \$1600	3.792" & 4.25"
New York Dailies	Statewide	\$1,200.00	\$2,400.00	44	662,798	Wednesday Noon	Run 4 wks./4th wk. is free	2x3 - \$1800	3.78"
	Capital Region Plus	\$400.00	\$800.00	11	322,220			2x3 - \$600	
	Central	\$300.00	\$600.00	14	129,448			2x3 - \$450	
	Hudson Valley	\$350.00	\$700.00	10	142,230			2x3 - \$525	
	Western	\$250.00	\$500.00	9	68,900			2x3 - \$375	
New York Weeklies	Statewide	\$1,850.00	\$3,500.00	290	2,304,373	Wednesday Noon	Run 5 wks./5th wk. is free		3.792"
	Capital District	\$325.00	\$650.00	20	164,695				
	Central	\$375.00	\$750.00	32	135,265				
	Hudson Valley	\$375.00	\$750.00	34	206,216				
	Long Island	\$500.00	\$1,000.00	82	386,423				
	North Country	\$175.00	\$350.00	13	71,736				

	NY City	\$750.00	\$1,500.00	13	1,055,489			
	Western	\$375.00	\$750.00	40	284,549			
North Carolina	Statewide	\$1,475.00	\$2,950.00	71	1,200,000	Wednesday 3pm		3.22" & 3.75"
	East	\$925.00	\$1,850.00					
	West	\$715.00	\$1,430.00					
North Dakota	Statewide	\$600.00		90	261,000	Monday 5 pm	Limited space available	3.792"
	Northwest	\$125.00						
	Southwest	\$125.00						
	Northeast	\$225.00						
	Southeast	\$225.00						
Ohio		\$995.00	\$1,860.00	106	995,185	Monday Noon		3.086" & 3.25"
Oklahoma	Statewide	\$2,500.00	\$5,000.00	180	454,271	Wednesday 10am		3.22" & 4.25"
	Metro	\$500.00	1000	38	128,887			
	Zone One - Northwest	\$500.00	1000	33	61,505			
	Zone Two - Northeast	\$500.00	1000	40	117,183			
	Zone Three - Southwest	\$500.00	1000	32	59,860			
	Zone Four - Southeast	\$500.00	1000	37	86,836			
Oregon		\$650.00		61	272,623	Tuesday 5pm		3.22" & 3.875"
Pennsylvania	Statewide	\$1,475.00	\$2,950.00	130	1,720,000	Monday Noon	Run 5 wks./5th wk. is free	3.79" & 4.25"
	Southeastern	\$900.00	\$1,800.00	60	839,945			
	Northeastern	\$110.00	\$220.00	7	103,223			
	Central	\$275.00	\$550.00	34	270,546			
	Western	\$475.00	\$950.00	36	505,967			
South Carolina	Statewide	\$1,600.00	\$3,200.00	105	1,098,574	Wednesday Noon	2x6 - \$4,500	3.75"
	Pee Dee	\$425.00	\$850.00	22	200,636		2x6 - \$1200	
	Lowcountry	\$425.00	\$850.00	18	264,884		2x6 - \$1200	
	Midlands	\$775.00	\$1,550.00	39	356,892		2x6 - \$2175	
	Upstate	\$850.00	\$1,700.00	26	276,162		2x6 - \$2,400	
South Dakota	Statewide	\$800.00		126	303,000	Tuesday Noon		3.79"
	East River	\$525.00		96				
	West River	\$375.00		30				
Suburan Papers of America	Full run	2,034.00	\$4,068.00	235	3,129,389	Monday Noon (ET)	1x2 - \$1,017	3.75"
	Zone 1 (East/South)	\$935.00	\$1,870.00				1x2-\$468	
	Zone 2 (Midwest/West)	\$1,411.00	\$2,822.00				1x2-\$706	
Tennessee	Statewide	\$1,035.00	\$2,070.00	97	583,481	Tuesday Noon	2x6 - \$3,105	3.79"
	Eastern	\$425.00	\$850.00	34	263,208		2x6- \$1275	
	Middle	\$425.00	\$850.00	37	211,203		2x6- \$1275	
	Western	\$355.00	\$710.00	26	109,070		2x6- \$1065	
Texas	Statewide	\$1,200.00	\$2,400.00	241	605,505	Monday 5pm		3.39"
	Northern	\$500.00	\$950.00	69	195,734			
	Southern	\$500.00	\$950.00	82	225,518			
	Western	\$500.00	\$950.00	90	184,253			
Utah		\$320.00	\$588.00	34	200,000	Tuesday Noon	Run 4 wks / 5% discount	3.792"
Virginia	Statewide	\$950.00	\$1,900.00	91	868,428	Tuesday 2 pm	Run 5 wks./5th wk. is free	3.22"
	Northern	\$700.00	\$1,400.00	32	345,533			
	Western	\$500.00	\$1,000.00	26	219,639			
	Central/Eastern	\$700.00	\$1,400.00	33	303,256			
Washington	Statewide	\$1,250.00	\$2,495.00	102	1,500,000	Monday 4pm	Run 5 wks./5th wk. is free	3.25" & 4.0"
	Coastal Region	\$400.00	\$800.00	32	294,747			
	Metro Region	\$800.00	\$1,600.00	34	680,381			
	Eastern Region	\$350.00	\$700.00	37	271,669			
West Virginia		\$600.00	\$1,200.00	51	536,910	Tuesday Noon	Run 4 wks./4th wk. is free	4.25"

Wisconsin	Statewide	\$1,350.00	\$2,925.00	154	376,163	Wednesday 2pm	Run 5 wks./5th wk. is free	3.79*
	Northeast	\$395.00	\$860.00	28				
	Northwest	\$395.00	\$860.00	38				
	Southeast	\$395.00	\$860.00	27				
	Southwest	\$395.00	\$860.00	40				
Wyoming	Statewide	\$480.00	\$1,200.00	45	175,261	Thursday 2pm	Run 5 wks./25% off 5th wk.	3.75*